

*Consumers
★ Digest*

CONSUMERS BLDG.
6316 NO. LINCOLN AVE. CHICAGO, ILL. 60645



**DISCOUNT INFORMATION ON THE
NEW 1967 AMERICAN AUTOMOBILES
AND THOUSANDS OF OTHER PRODUCTS**

THEODER H NELSON
BOX 1546
POUGHKEEPSIE N Y
12603

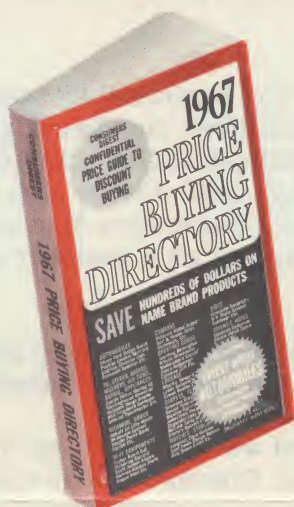


WHY PAY HIGH LIST PRICES ?
...when you can save hundreds of dollars
on big discounts like these:

	Retail List	Low Discount Price Available to You
1967 Chevrolet Impala	\$2723.00	\$2199.03
1967 Oldsmobile 88	3008.00	2395.25
(low discount prices on 1966 American autos will also be sent to you)		
Tappan Range	116.50	71.19
Royal Vacuum Cleaner	75.50	46.48
Kelvinator Water Heater	139.00	69.30
Portable Tape Recorder, Famous Make	37.95	19.90
Rival Electric Can Opener	14.95	6.97
Goodyear Safety All Weather Tire	28.10	18.94
Ram Power Drill 1/4", 2 amp.	18.95	5.99
Diamond Ring 1/4 carat	184.30	87.75

Consumers Digest new 256-page Discount Price Buying Directory and the CD Price Reference Service show brand name products that you buy for your family and home, at unbelievably low discount prices like these. They also provide you with lists of dealers in your area (and hundreds throughout the United States) where you can buy these products at tremendous discounts.

FREE
brand new
256-page 1967
Discount Price
Buying Directory
given to you
with a new
membership in
Consumers Digest



By checking prices of products you want to buy in Consumers Digest's new Discount Price Buying Directory, you can save up to:

- \$1000 on automobiles
- 50% on furniture, sporting goods, tools, boats luggage, auto accessories, jewelry, juvenile accessories, tires, furs, toys, cameras
- 50% or more on appliances, refrigerators, ranges, washers, dryers, TV, Hi-Fi, radios, phonograph records
- 50% on drugs, vitamins, prescriptions
- 40% on office equipment, musical instruments
- 50% to 70% on thousands of other nationally advertised products

You can make tremendous savings like these all year 'round by selecting the brand name products you want from the Discount Price Buying Directory, then buying these products at lowest bargain prices from any of hundreds of outlets shown in the big Dealers' Section of the Directory. These dealers are located in your area and all over the U.S., and will sell to you at the low prices shown in your Buying Directory, as a member of Consumers Digest.

In addition to thousands of lowest discount prices shown in the Price Buying Directory, issues of Consumers Digest Magazine, which you receive with your membership, show where you can buy such discount bargains as these: - \$16.95 Westinghouse electric coffee maker for \$8.88; \$16.95 Cory knife-scissors sharpener for \$7.99; top name-brand 10 transistor AM/FM portable radio, listed at \$49.95 for only \$22.43; General Electric steam and dry iron at low, low price of \$8.27; famous brand hair dryer for \$6.37; Universal electric can opener, only \$8.01.

In just a few years Consumers Digest has grown to 350,000 members who use this unique service to make big savings on products they buy for family and home use. As a member of Consumers Digest you too can buy brand name nationally-advertised merchandise at savings up to 50% or more all year 'round from any of hundreds of dealers listed in the new 1967 Price Buying Directory.

(over please)

Here are the money-saving services you will receive with a one-year membership in Consumers Digest for only \$7.00:

*FREE - the brand new 256-page 1967 Consumers Digest Discount Price Buying Directory.

*Another 256-page Discount Price Buying Directory in 1967 with the very latest and lowest discount prices available to you.

*Your Consumers Digest Membership Card, which entitles you to purchase any of thousands of name brand products available to you from hundreds of dealers all over the United States at savings up to 50% or more.

*Unlimited personal use of Consumers Digest Price Reference Service for a full year. When you have special purchasing problems not covered by the over 250,000 products shown in the Directory, you send us a list of the products you want to buy, and our Price Reference Service staff will report to you latest and lowest discount price and dealer information for your area. Members have written us that this money-saving information alone is worth many times the cost of membership.

*One full year of the regular issues of Consumers Digest magazine, featuring very latest product discount prices, comprehensive Shoppers Guides on major products, money-saving buying guidance on services such as insurance and how you can get maximum protection at lowest cost.

*Special bargain filled wholesale price catalogs available to you (some up to 800 pages) from discounters all over the country.

Why not start saving up to 50% in buying for your family (or business) by taking advantage of this special new membership offer. Just return the enclosed membership request card today. You have absolutely nothing to lose. If you are not completely satisfied that this service will save you many many times the low \$7.00 cost, your money will be completely refunded, regardless of how much you have used our Price Reference Service, or the number of products you have purchased at low discount prices as a member of Consumers Digest.

Furthermore, you can keep the 256-page Discount Price Buying Directory absolutely free. So why not start making these big savings right away on the everyday products you buy?

Just return the enclosed membership card to us now, and we will send you the new 256-page Discount Price Buying Directory, and your personal Discount Membership Card immediately.

Cordially,

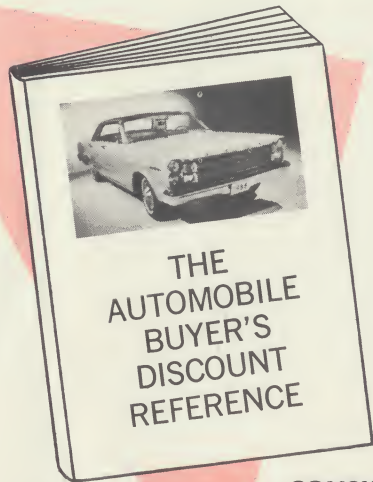


Kenneth Holgate
Membership Secretary

P.S. Brand new discount price and dealer information on the new 1967 American Automobiles have just been published for private distribution to our members. By returning the enclosed membership card to us today you will be assured of receiving this complete report, showing savings to you up to \$1,000 on the purchase of a new 1967 automobile.

SPECIAL BONUS AUTO REPORTS SENT TO YOU AS A NEW MEMBER—

1967-68 AUTOMOBILE BUYER'S DISCOUNT REFERENCE



**INCLUDES "A FREE CAR EVERY THREE YEARS,"
AND 14 OTHER SPECIAL AUTOMOBILE
SAVINGS AND DISCOUNT REPORTS**

A wealth of money-saving advice about buying, financing, insuring your car—packed with valuable information for every car buyer. These sections have been compiled or written by experts to keep more money in your pocket:

- **SPECIAL AUTO DISCOUNT TIPS.** 10 vital money-saving tips on buying your car that can save you hundreds of additional dollars over your original discount saving.
- **AUTO FINANCING.** Are you paying too much? Best way to finance your car purchase.
- **DISCOUNT TIRES.** Discount prices on leading makes of auto tires. Brand new tires for only \$8.95.
- **FOREIGN AUTOS DISCOUNTS.** Discounts and buying information on foreign automobiles.
- **AUTOMOBILE INSURANCE.** Analysis of your best coverage at lowest rates.
- **DISCOUNT BATTERIES.** Lowest prices on automobile batteries.

**New 1968 Automobile
Discount Prices will be
sent to you as soon as
they are ready this fall**

- **USED CARS.** How to Buy a Used Car—so you don't buy somebody else's troubles.
- **GAS SAVING TIPS.** Save up to \$300 a year in gasoline and economy car care.
- **EUROPE VACATION.** Buying an auto in Europe.
- **WARRANTIES.** What the 50,000 mile warranty means to you.
- **INSURANCE.** Collect more money on your auto accident claims.
- **CHOOSING A NEW CAR.** How to test drive a new car. Vital tests you should make, specifications you should check, other new tips for you to get better value.
- **SPECIAL AUTO LEGAL TIPS.** Legal points you should know that can cost or save you hundreds of dollars as a car owner. Dealers' statements. Auto accidents. What to look for in contracts when you buy a car: How you could lose \$200 or more on a trade-in after accepting an offer, yet not be legally protected in most states.

This valuable reference alone can put hundreds of dollars in your pocket. It is included with your new membership at no extra charge.

CONSUMERS DIGEST • 6316 N. Lincoln Avenue, Chicago, Illinois 60645

**Be sure to get this Special Bonus now.
Mail this slip with enclosed order card.**

**CONSUMERS
DIGEST**

discount bulletin

FOR IMMEDIATE RELEASE

SPECIAL AUTOMOBILE BUYING REPORTS

SAVE YOU UP TO \$1,000 ON NEW 1967 (and 1966) AMERICAN, FOREIGN, and USED CARS

NEW CARS NEW 1967 (and 1966) AMERICAN AUTOMOBILES

You can purchase any make or model — including compact cars, sport cars, station wagons, limousines — new American automobile from dealers right in your area at savings up to \$1,000. When you join Consumers Digest these tremendous savings are available to you from dealers all over the United States. Discount prices on new 1967 (and 1966) American Automobiles will be sent to you immediately.

Besides latest big-savings reports, you also receive expert advice on how to buy a new car, how to get the most on a trade-in, what to look for in contracts, and best methods of financing.

1965-1966 CAR BARGAINS

Tremendous savings are available to you on these recent model cars. Some of the hottest automobile values on the market today are latest model company-operated cars. These 1965-1966 automobiles are available through special dealers for about 1/3 of the original price. As part of your membership service you receive information on where you can buy these recent model Fords, Dodges and other makes from \$599 to \$895.

**VACUUM
CLEANERS**
WESTINGHOUSE
SUNBEAM
WHIRLPOOL
HOOVER
G. E.
EUREKA
ETC.

**DRUGS . . .
. . . VITAMINS**

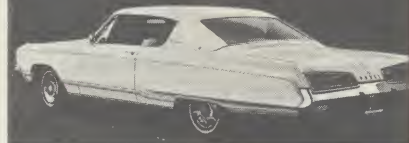
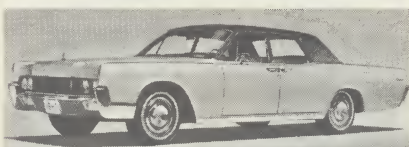
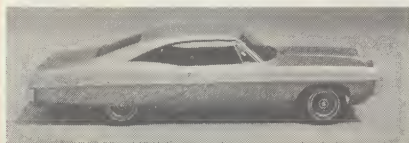
ABBOTT
PARKE DAVIS
UPJOHN
SQUIBB
WYETH
LEDERLE
ELI LILLY
ETC.

MATTRESSES

SEALY
SERTA
ENGLANDER
SIMMONS
ETC.

FURNITURE

BASSETT
CENTURY
DAYSTROM
DREXEL
HOOKER
KLING
KROEHLER
McCOBB
SELIG
MASTERCRAFT
VIRTUE
WHITE
WILLETT
LANE
KENT COFFEY
JAMESTOWN
BRODY
BASIC-WITZ
BAUMRITTER
BROYHILL
CONANT BALL
DUNBAR
HERITAGE
HIBRITEN
HOOKER
MT. AIRY
RED LION
THOMASVILLE
TOMLINSON
WILLIAMS
STAND BUILT
RWAY
ETC.



TIRES

GOODRICH
GENERAL
FIRESTONE
U.S. ROYAL
GOODYEAR
ETC.

LUGGAGE

AMERICAN
SAMSONITE
SKYWAY
U.S. TRUNK
ATLANTIC
LEADS
ETC.

JUVENILE NEEDS

HEDSTROM
EDISON
STORKLINE
TRIMBLE
WELSH
COSCO
CHILD CRAFT
ETC.

TOOLS

THOR
SKIL
MILLER FALLS
SAWSMITH
DE WALT
STANLEY
DELTA
ETC.

SPORTING GOODS

WILSON
SPAULDING
WINCHESTER
REMINGTON
MARLIN
ZEBCO
BRONSON
SHAKESPEARE
COLT
HI-STANDARD
BROWNING
HEDDON
COLEMAN
BUSHNELL
PFLUEGER
RAWLINGS
GLADDING
HODGEMAN
WEATHERBY
GARCIA
ETC.

FOREIGN CARS

You can make substantial savings on new foreign cars, too, with CD's discount price buying information handy. New car and accessories discount prices are shown on: Alfa Romeo, Austin Healy, English Ford, Fiat, Hillman, Jaguar, M-G, Mercedes Benz, Peugeot, Porsche, Renault, Saab, Simca, Sunbeam, Triumph, Volkswagen, Volvo etc.

USED CARS

Consumers Digest's Price Buying Directory spotlights the vital facts on how to get the most for your used car, and if you're buying one, the right price to pay.

A whole section in the Directory (plus special reports) gives you a complete price structure on all American cars by years, makes and models. This invaluable information will help you get the best price deal whether you're buying or selling.

Extra Bonus with New Membership —

**"A NEW CAR
EVERY YEAR
FOR ONLY \$600"**

The eye-opening facts and figures on how you can ride in luxury, make big savings, and enjoy a new car every year.

This special report by the Editors of Consumers Digest is yours at no extra charge if you return the enclosed new membership card within the next 7 days. Since the quantity of this issue is limited and we can not reprint, we urge you to send for it today.

TREMENDOUS BARGAINS LIKE THESE ARE ADDED DAILY

They are reported to you by our Price Reference Service or in Consumers Digest publications.

	List Price	Your Price		List Price	Your Price
Women's Nylons Box of 3	\$ 2.25	\$.99	Complete Drawing Board Set	\$ 45.00	\$20.95
Waltham Self-Wind 21 Jewel			Fruit Cake—5 lb.	4.75	2.40
Watch Ladies' or Men's	79.50	29.88	Ladies Billfold & Key Case	10.00	2.99
Belt Massager	34.95	19.88	Imperial Stainless 9 pc Set	26.35	14.87

(continued on reverse side)

TELEVISIONS
... RADIOS
STEREO ...
ZENITH
WESTINGHOUSE
ADMIRAL
G.E.
R.C.A.
EMERSON
SYLVANIA
PHILCO
WEBCOR
HITACHI
SONY
NORELCO
V-M

Dormeyer Hair Dryer
Power-Zoom Microscope
11 pc Teflon Pot & Pan Set
Walkie Talkie Set of 2
Westinghouse Heat Pads
Koolite Pole Lamps
Colonial Bed Spreads
Schick Electric Shaver
3 Tier 18 Bottle Spice Rack
Regency Silver Dresser Set
Star Sapphire Jewelry
Basic Slide Rule

24.95
60.00
—
—
6.50
20.95
12.50
19.95
8.98
40.00
147.00
14.00

10.88
29.95
19.88
19.79
2.59
9.77
6.88
9.99
4.66
20.00
73.50
6.95

Parker Pen-Ball-Pencil Set
Sleepy Auto Head Rest
Wool Blankets
Ladies Electric Shaver
Table Cigarette Lighters
Zig Zag Sewing Machine
Cultured Pearl Pendant
Station Wagon Mattress
Utility Shelf Unit
No-Stick Fry Pan
Men's or Ladies' Parka
Kelly's Automatic Car Wash
4 pc Desk Set

8.95
3.95
14.95
7.95
1.95
129.95
6.00
12.95
5.95
6.98
29.95
9.98
10.00

4.49
1.99
7.50
3.60
.70
59.95
1.95
5.99
2.99
2.66
8.99
5.79
4.99

KITCHEN
APPLIANCES
DORMEYER
BLACK ANGUS
WARING
FARBERWARE
OSTER
UNIVERSAL
G.E.
SUNBEAM
WEST BEND
NESCO
HOLLYWOOD
PROCTOR
PRESTO
TOASTMASTER
CASCO
EKO
RIVAL
CORY
SILEX

More than 250,000 other savings are listed in the new 1967 Consumers Digest
Price Buying Directory, or are available to you through our Price Reference Service.

WASHERS
... DRYERS
REFRIGERATORS
... RANGES
AIR COND.
... FREEZERS
FRIGIDAIRE
KELVINATOR
AMANA
G. E.
WHIRLPOOL
PHILCO
WESTINGHOUSE
ADMIRAL
HOTPOINT
NORGE
ROPER
CHRYSLER
FEDDERS
GIBSON
CARRIER
TAPPAN
CROWN
WASTE KING
MAYTAG
SPEED QUEEN
EASY
HAMILTON

AUTOMOBILES

	List Price	Your Price
Chevrolet Bel Air	\$2542.00	\$2057.59
Chevrolet Corvair	2128.00	1825.47
Chevrolet Chevelle	2221.00	1899.97
Chevrolet II	2100.00	1794.31
Chevrolet Camaro	2466.00	2099.06
Chevrolet Corvette	4141.00	3398.99
Buick Special	2411.00	2053.88
Buick LeSabre	3002.00	2445.30
Oldsmobile F-85	2410.25	2053.07
Oldsmobile 88	3008.00	2395.25
Ford Fairlane	2301.52	1963.78
Ford Falcon	2117.51	1820.93
Ford Mustang	2461.46	2099.98
Pontiac Catalina	2807.00	2281.93
Pontiac Tempest	2341.00	1996.61
Mercury Monterey	2903.65	2358.15
Mercury Cougar	2851.22	2399.97
Plymouth Fury	2473.00	1999.96
Thunderbird	4603.12	3760.44
Lincoln Continental	5552.51	4718.51
Cadillac	5040.00	4340.00
Chrysler Newport	3219.00	2675.61
Rambler American	2067.00	1770.95
Dodge Dart	2187.00	1878.64

Plus all American and Foreign Models.

WASHERS AND DRYERS

	List Price	Your Price
Norge AWF 1020	\$339.95	\$150.55
Philco W 537	239.95	128.05
Westinghouse DTF 700	—	121.50
G.E. DE 420 A	—	94.50

Plus all other makes and models

STEREO HI-FI EQUIPMENT

	List Price	Your Price
ADC 4/E	\$ 60.00	\$ 27.31
Normende Stereo	309.95	170.45
Automatic 3 Chan. Stereo	—	50.88
5 spkr. Diamond Stylus	99.95	—
General Electric RC 7200	—	107.75
Shure Stereo Cart.	45.00	10.00
H. H. Scott 344	429.95	287.38

Plus all other makes and models

KITCHEN APPLIANCES

	List Price	Your Price
Proctor Silex Stm-Dry Iron	\$12.95	\$6.88
Rival Elec. Can Opener	14.95	6.97
Dormeyer Mixer	16.95	7.42
Valco Knife/Sciss Sharpener	12.95	6.99
West Bend Elec. Perk.	13.50	7.62
Proctor Silex Auto Toaster	14.95	5.99
Dormeyer Hand Mixer	16.95	7.42

Plus all other makes and models

FLATWARE AND TABLEWARE

	List Price	Your Price
45 pc. Melamine Dinwre	\$ 29.95	\$12.88
60 pc. Stainless Flatware	—	11.88
Rogers Bros 50 pc. Silver	44.95	26.97
Reed Barton 76 pc. Stnls	105.00	63.00

Plus all other makes and models

RADIOS

	List Price	Your Price
General Electric FM	\$ 29.95	\$12.77
Peerless 15 Trans 5 Band	112.95	64.90
Normende	109.95	55.94
Powerhouse 6 Transistor	12.95	5.44

Plus all other makes and models

CARPETING (per yd.)

	List Price	Your Price
Bigelow Bacara	—	\$6.82
Gulistan Carlton	—	5.49
Magee Sagebrush	—	9.11
Mohawk Pavanne	—	8.15

Plus all other makes

REFRIGERATORS

	List Price	Your Price
Norge REE 1312	\$239.95	\$129.97
Frigidaire S 10J	—	153.30
Kelvinator Freezer	349.00	187.95

Plus all other makes and models

FURS, MUSIC, JEWELRY, ETC.

	List Price	Your Price
Delco Storage Battery	\$ 19.95	\$ 12.89
Gulbranson Piano	520.00	364.00
Pool Table—8 ft.	119.95	77.95
Diamond Ring ¼ Carat	178.00	59.00
Mink Jacket	1050.00	700.00

Plus all other makes and models

AIR CONDITIONERS AND HEATERS

	List Price	Your Price
Fedders Dehumidifier	\$139.95	\$ 67.16
G.E. RP 204 A	—	122.85
Hotpoint ACP 52	—	100.00
Norge Water Heater	134.95	64.73
Cory 3' Baseboard Heater	24.95	12.88

Plus all other makes and models

TOYS

	List Price	Your Price
Noiseless Skates	\$8.00	\$5.29
Tiny Tears Doll	9.00	5.99
Mr. Ed. Puppet	7.00	4.44
Quality Dolls	8.95	4.00

Plus all other makes and models

TAPE RECORDERS

	List Price	Your Price
Min. Tape Recorder	\$99.95	\$ 49.70
Westinghouse 23SE	79.95	49.05
Webcor CP 2520	229.95	146.35

CAMERAS

	List Price	Your Price
Kodak 145	\$119.50	\$ 73.95
Polaroid 100	—	117.27
Kodak A100S Instamatic	18.95	12.87
Anso JN308	84.90	56.54
Argus 250	179.95	109.95

Plus all other makes and models

RANGES

	List Price	Your Price
Kelvinator	\$114.00	\$ 66.15
Norge GRE 1302	199.95	99.32
Hotpoint RA210E	—	111.50

Plus all other makes and models

VACUUM CLEANERS

	List Price	Your Price
R.C.A. Whirlpool	\$89.95	\$48.15
Regina 920	49.95	28.35
Hoover 2100 Portable	69.95	44.88

Plus all other makes and models

DRUGS AND VITAMINS

	List Price	Your Price
Tedral 100's	—	\$3.67
Orinase .5 grams 50's	—	3.65
Miltown 400 mg. 50's	—	3.25
Ortho-Novum 2 mg. 20's	—	1.35

Plus many, many more

MATTRESSES

	List Price	Your Price
Englander Tens'n Ease	\$79.95	\$50.55
Sealy Posturpedic	79.50	53.20
Simmons	—	62.50

Plus all other makes and models

TELEVISION

	List Price	Your Price
G.E. PAM201AVY	\$ —	\$126.30
Westinghouse P 2010U	—	128.07

Plus all other makes and models

TIRES

	List Price	Your Price
U.S. Royal Safety 800	\$25.35	\$16.54
General Jet-Air	29.80	19.45

Plus all other makes and models

JUVENILE NEEDS

	List Price	Your Price
Alvin Child's Strlg Cup	\$10.00	\$ 5.00
Ames Convert. Hi-Chair	17.95	10.75
Argo Crib-Playpen	22.95	13.20
Storkline 6 yr. Crib	29.95	18.97
Trimble Bathinette	24.95	16.90

Plus all other makes and models

TOOLS

	List Price	Your Price
Ram 2-Way Elec. Sand.	\$28.50	\$14.88
Skil Del Jig Saw Outfit	54.55	24.88
Thor Electric Drill	17.80	9.88

Plus all other makes and models

SPORTING GOODS

	List Price	Your Price
Garcia Spin Cast Reel	\$31.25	\$13.49
Wilson Arn. Palmer Clbs.	54.00	28.88
Wilson Basket Ball	6.00	3.60
Byron Nelson Glf. Bls. Dz.	14.75	7.95
6x30 Binoculars	23.00	8.95

Plus all other makes and models

LUGGAGE

	List Price	Your Price
Revere 21" Men's Comp.	\$21.95	\$10.33
Revere Cowhide 2-Suiter	34.95	18.88
Royal Tourist	49.95	29.75

Plus all other makes and models

STEREO HI-FI COMPONENTS

AMPEX
FISCHER
SCOTT
HARMON-KARDON
FAIRCHILD
REK-O-KUT
PICKERING
ACOUSTIC
RESEARCH
UNITED DUAL
SHURE
JENSEN
ELECTRO-VOICE
UNIVERSITY
ELCO
DYNACO
GARRARD
ETC.

RECORDS

COLUMBIA
DECCA
R.C.A.
CAPITOL
CAMDEN
CORAL
MERCURY
ETC.

TYPEWRITERS

SMITH-CORONA
REMINGTON
ROYAL
VICTOR
ETC.

SHAVERS

REMINGTON
SCHICK
NORELCO
SUNBEAM
RONSON
WARING
ETC.

WATCHES

BULOVA
ELGIN
GRUEN
LONGINES
OMEGA
ETC.

AUTOMOBILES

CHEVROLET
FORD
PLYMOUTH
THUNDERBIRD
CORVAIR
PONTIAC
BUICK
DODGE
OLDSMOBILE
FALCON
VALIANT
MERCURY
COMET
LINCOLN
CHRYSLER
CADILLAC
STUDEBAKER
VOLKSWAGEN
JEEP
RENAULT
MERCEDES
ETC.

To buy any of thousands of items at these lowest discount prices start a money-saving membership in Consumers Digest today by returning the enclosed SPECIAL MEMBERSHIP REQUEST CARD.



Consumers Digest

6316 N. Lincoln Avenue, Chicago, Illinois 60645

FIRST CLASS

PERMIT NO. 58501

CHICAGO, ILLINOIS

BUSINESS REPLY MAIL

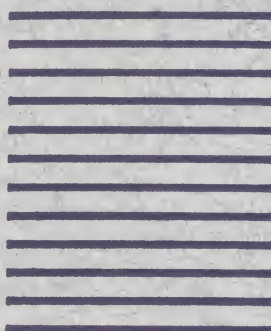
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

Postage will be Paid by

CONSUMERS DIGEST

6316 N. LINCOLN AVENUE

CHICAGO, ILL. 60645





This special New Membership enables you to buy nationally-advertised name brand products at even less than low discount prices.

Buy the nationally-advertised products you want at less than discount house prices!

Save up to 50%-70% on your purchases. By taking advantage of this low cost New Membership offer for only \$7.00, you will receive the following:—

- 1.** The latest brand-new 256-page Consumers Digest Discount Price Buying Directory, listing over 250,000 different nationally-advertised brand-name products at incredibly low discount prices, and hundreds of dealers all over the country, where you can buy at these lowest prices.
- 2.** Brand new discount price and dealer information on the new American Automobiles.
- 3.** Your membership Discount Price Buying Card, which entitles you to buy any of thousands of products at savings up to 50%, some up to 70%.
- 4.** A list of lowest price discounters all over the U.S. who will send you bargain-filled catalogs (some up to 800 pages) showing merchandise at low low discount prices.
- 5.** Unlimited use of the Price Reference Service for a whole year for as many reports as you like on products you plan to buy. Just drop a letter or postcard telling us your planned purchases, and the Price Reference Service will send you detailed confidential reports showing lowest discount prices available to you, and where you can buy at these prices.
- 6.** Regular issues of the bi-monthly magazine Consumers Digest showing latest supplementary discount prices, and section after section of money-saving and money-making reports.
- 7.** A second 256-page Discount Price Buying Directory later in the year with very latest and lowest discount prices available to you.

To receive all these money-saving benefits, just mail this special offer card to us today, with your \$7.00 remittance.

SPECIAL NEW MEMBERSHIP REQUEST

Consumers Digest 6316 North Lincoln Avenue, Chicago, Illinois

Start my money-saving membership in Consumers Digest and send me immediately my Membership Discount Buying Card and, as a new member, the FREE 256-page Discount Price Buying Directory. I understand that my Membership entitles me to those regular benefits and personal services described on the back of this card.

☐ I enclose \$7 in full payment for a one-year new membership. \$6 of this amount is for my magazine subscription. I understand that by sending payment now and saving you the cost of billing, you will extend my membership one extra month, and also send me an extra issue of Consumers Digest.

☐ Check enclosed ☐ Money order enclosed ☐ Cash enclosed ☐ Bill me _____
initial here

THEODER H NELSON
BOX 1546
POUGHKEEPSIE N Y
12603

ARE YOUR NAME AND ADDRESS CORRECT AS LISTED?



Send this card today and you receive FREE the new 256-page 1967 Discount Price Buying Directory listing over 250,000 products at low discount prices and sources where you can buy them.

2DBC-4

4485 SF 1-1

This special offer is limited and may be withdrawn at any time.

**This
is your
money-back
guarantee:**

If you are not completely satisfied with Consumers Digest Price Buying Service your entire \$7 will be fully refunded regardless of how much you have used the personal Price Reference Service, and you can keep the 256-page Discount Price Buying Directory at no charge.

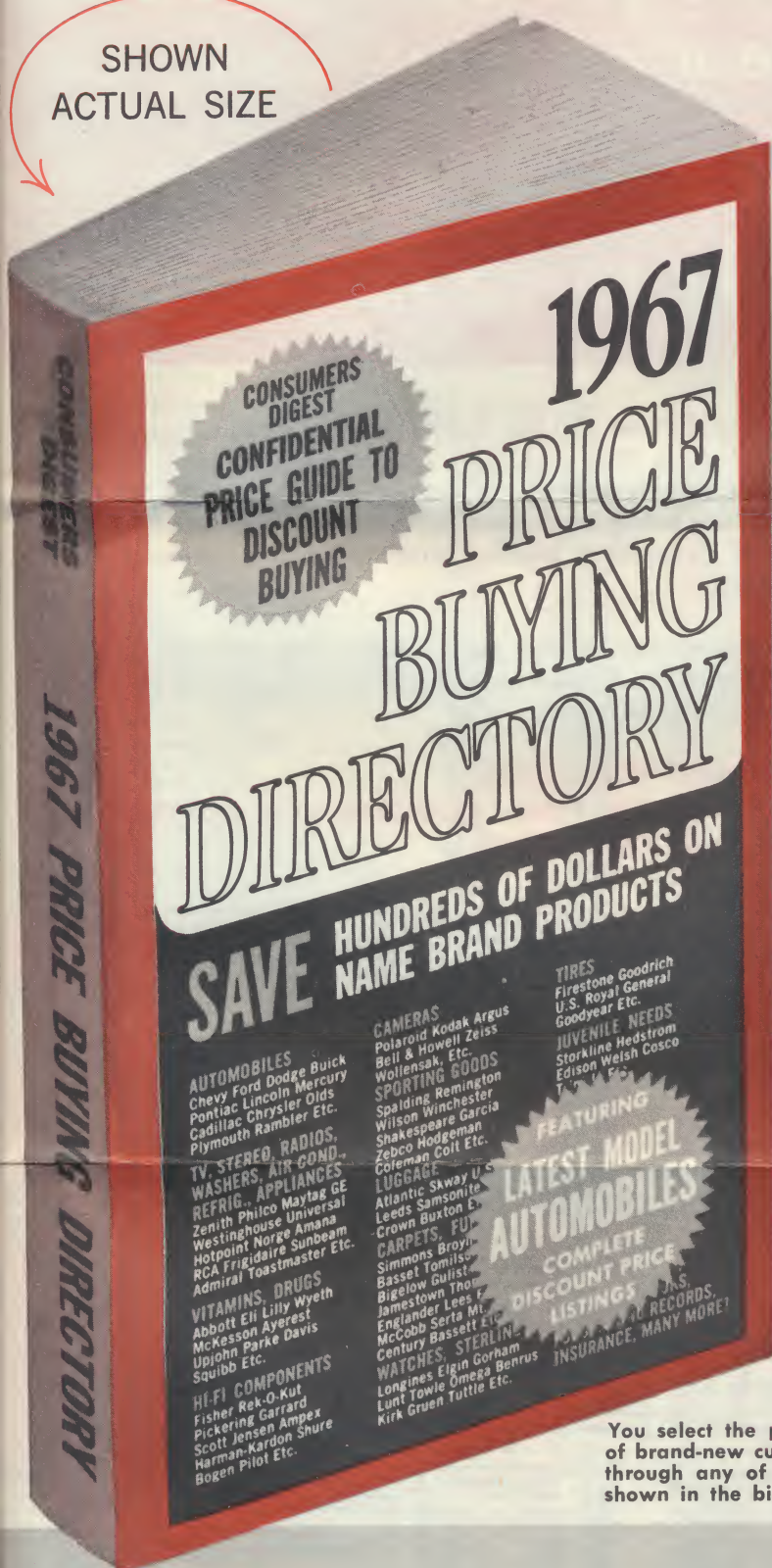
These special membership privileges enable you to buy nationally advertised brand name products at far below current list prices — even less than very low discount prices.

(Since the present Buying Directory will not be reprinted, we urge you to send in this membership card today, to be sure of receiving your free copy.)

(TEAR HERE)

THIS BRAND NEW 256-PAGE DISCOUNT PRICE BUYING DIRECTORY WILL BE GIVEN TO YOU

SHOWN
ACTUAL SIZE



FREE

AS A NEW MEMBER OF CONSUMERS DIGEST

The Discount Price Buying Directory shows where you can buy more than 250,000 different brand name products at unbelievably low discount prices.

It lists page after page of dealers all over the United States who will sell you such products as these at amazingly low discount prices:

- AUTOMOBILES • TRUCKS
- APPLIANCES • TV • RADIOS
- STEREO HI-FI • TIRES
- TOOLS • LUGGAGE
- SPORTS EQUIPMENT
- DRUGS • VITAMINS
- FURS • JEWELRY
- JUVENILE NEEDS
- FURNITURE • CARPETS
- SILVERWARE • WATCHES
- MUSICAL INSTRUMENTS
- OFFICE EQUIPMENT
- RECORDS • TAPES
- TOYS • MAGAZINES
- PHOTOGRAPHY • ETC.

**BY USING THIS
DIRECTORY YOU CAN
SAVE UP TO 50%
OR MORE ON PRODUCT
AFTER PRODUCT!**

You select the products you want from thousands of brand-new current models at incredible savings, through any of the outlets listed nearest you, as shown in the big Dealers Section of the Directory.

You will also receive another latest 256-page Discount Buying Directory in 1967 as part of your membership. This additional directory shows the very latest up-to-date discount prices available to you.



HERE ARE JUST
A FEW OF THE
FAMOUS BRAND
NAMES LISTED:

CHEVROLET
WESTINGHOUSE
PLYMOUTH
GENERAL ELECTRIC
ZENITH
ADMIRAL
FORD
SEALY
BELL & HOWELL
LIONEL
FALCON
REVERE
KODAK
NORGE
MAYTAG
RCA
CADILLAC
DORMEYER
CORVAIR
IDEAL
ROYAL
SKIL
VOLKSWAGEN
MOTOROLA
BENRUS
RONSON
AIR KING
SIMMONS
REMINGTON
ANSCO
PHILCO
WILSON
ZEBCO
SYLVANIA
BLACK ANGUS
PONTIAC
ECKO
VALIANT
FRIGIDAIRE
MOHAWK
HOTPOINT
COLUMBIA
MERCURY
SAMSONITE
ARGUS
BLACK & DECKER
UNDERWOOD
TRIMBLE
MARLIN
THAYER
COLEMAN
RAMBLER
SHAKESPEARE
WEBCOR
BUICK
BURTON-DIXIE
RENAULT
MAGEE
HEDDON
CHRYSLER
WHIRLPOOL
WEST BEND
CORY
FABERWARE
STANLEY

Here are the Consumers Digest Price that can save you up to hundreds dollars a year on your family purchase — yet the cost to you for a Full Year Membership (INCLUDING THE NEW 256-PAGE DISCOUNT PRICE BUYING DIRECTORY)

The brand new 1967 Discount Price Buying Directory contains 24 big product sections showing discounts of up to 50% and more on over 250,000 brand name products. It includes complete descriptions and model numbers of products listed. These unbelievably low purchase prices have been compiled and checked by the research staff and editors of Consumers Digest, after comparing prices and products all over the country.

When you have decided on the product, brand name, model and discount price you prefer, you can locate the outlet nearest you where you can buy it at this price, in the Dealers Section of the Directory.

HERE ARE SOME ACTUAL PAGES FROM THE DIRECTORY SHOWING RANGE OF DISCOUNT PRODUCTS. TYPICAL SAVINGS UP TO 50% OR MORE ARE AVAILABLE TO YOU WITH YOUR CD MEMBERSHIP

The collage displays several pages from the 1967 Discount Price Buying Directory, illustrating the range of products and discounts available. The pages include:

- How to use this directory to save hundreds of dollars**: A guide for members on how to use the directory effectively.
- DEALER'S LISTING**: A section listing various dealers and their locations.
- AMERICAN AUTOMOBILES**: Pages 19-56, listing various car models and their prices.
- TRUCKS**: Pages 57-63, listing various truck models and their prices.
- FOREIGN AUTOMOBILES**: Pages 64-68, listing various foreign car models and their prices.
- USED AUTOMOBILES**: Pages 69-82, listing various used car models and their prices.
- APPLIANCES, TV, Hi-Fi, ETC.**: Pages 83-177, listing various household appliances and electronics.
- SPORTS EQUIPMENT & TOYS**: Pages 178-195, listing various sports equipment and toys.
- HI-FI ELECTRONICS**: Pages 196-204, listing various hi-fi electronics.
- PHOTOGRAPHY EQUIP. & INSURANCE**: Pages 205-211, listing various photography equipment and insurance services.
- MAGAZINES, FUNS, MUSICAL INSTRUMENTS**: Pages 247-255, listing various magazines, funs, and musical instruments.
- INDEX**: Page 256, providing an index of the directory's contents.

Each page typically includes a list of products, their model numbers, and the corresponding discount prices. Some pages also include additional information such as dealer names and locations.

Buying Services for thousands of houses

Membership is only \$7
BUYING DIRECTORY **FREE!**

BIG SECTIONS OF PRODUCT LISTINGS IN THE BUYING DIRECTORY, AND DISCOUNTS REPORTED TO YOU BY OUR PRICE REFERENCE SERVICE SHOW TYPICAL SAVINGS LIKE THESE:

PRODUCT	LIST PRICE	LOW DISCOUNT PRICE AVAILABLE TO YOU
Norge Washer AWF1010	\$ 319.95	\$ 135.14
Oldsmobile 88	3008.00	2395.25
Chevrolet Impala	2723.00	2199.03
Ram Power Drill 1/4", 2 amp.	18.95	5.99
Rival Electric Can Opener	14.95	6.97
45 pc. Melamine Dinnerware Set	29.95	12.88
Argo Crib-Playpen Comb.	22.95	13.20
Admiral Dishwasher DU2455	299.50	145.08
Norge Disposal WD-B12	59.95	32.70
Panasonic AM-FM Radio	39.95	20.13
Settee and 2 matching chairs	—	29.86
Kelvinator Water Heater HL400	139.00	69.30
Olivetti Underwood Portable Typewriter ..	69.50	41.70
Victor Adding Machine—ten key, Imper. .	181.00	124.89
Casco Electric Heating Pad H-7	4.95	2.09
Sofa-Bed, 77 inch, Danish or Colonial ...	—	39.95
Champion Spark Plugs—Set of 8	8.64	4.84
Dupont Nylon Automobile Tires—Famous		
Manufacturer—Full range of sizes	28.70	14.75
Waltham Watch—65 Jewel Movement	135.00	36.75
Executive Attache Case—5 pocket		
Remov. Desk	24.95	10.88
Extension Ladder (Aluminum)		
20'-40' Sizes 50% off	35.00	17.50
Ram Power Saw 7" Blade, 1 1/2 H.P. Motor	39.95	18.74
Fishing Reels—Famous Garcia-Mitchell ..	36.00	15.88
Kodak Retina 11F Camera	114.50	72.51
Gorham Sterling	46.75	35.06
101 pc. Solid Stainless w/serving pcs. ..	—	24.86
Diamond Ring, Hallmark, .50 ct.	283.00	135.00
Binoculars, Swift 7x35	58.50	32.75

Plus savings up to 50% or more on drugs, vitamins, luggage, toys, toilet sundries, jewelry, phonograph records and tapes, magazines, musical instruments, furniture, furs, many more.

SPECIAL PRODUCT REPORTS

on automobiles and other major appliances can save you up to \$1000. The special price report on automobiles alone can save you up to \$1000 in buying your new car. All these special reports are bound right into Consumers Digest for your convenience, and list all makes and models, with standard and optional equipment on the new American and Foreign automobiles. They show manufacturers' list prices and your recommended lowest discount purchase prices.

Besides latest information on automobiles you receive special product reports and Shoppers Guides in the issues on appliances and other large products.

DISCOUNT CATALOGS

You will be furnished with a list of lowest price discounters all over the United States who will send you bargain-filled catalogs, some up to 800 pages.

YOUR PERSONAL MEMBERSHIP CARD ENTITLES YOU TO SAVINGS UP TO 50% OR MORE FROM HUNDREDS OF OUTSTANDING DEALERS—IN YOUR AREA, AND THROUGHOUT THE UNITED STATES.



The Consumers Price Reference Service provides special help with your individual purchasing requirements. (As a member, you have use of this service for 1 full year.)

—tells you where to buy at the lowest price and exactly how much to pay for any product. To be sure that you get the lowest possible prices Consumers Digest Price Reference Service will research prices and availability of products you want to buy and advise you of the lowest prices you should pay.

The Reference Service also tells you where to buy, no matter what part of the country you live in. Having this huge reservoir of market facts available to you can save you hundreds of dollars every year in your individual shopping problems.

As a full member you are entitled to privileged use of this personal service for a whole year. Just drop us a postcard or letter asking for the information you want on products you plan to buy, and our Price Reference Service will send you full detailed reports. Members have told us this personal service alone is worth many times the membership price.



REGULAR ISSUES OF "CONSUMERS DIGEST" MAGAZINE KEEP YOU UP TO DATE ON LATEST PRICE CHANGES, SHOPPING TIPS AND OTHER MONEY SAVING INFORMATION.

This unique magazine shows latest supplementary discount price listings on a wide range of products you buy. It features a monthly "Shoppers' Guide" on major products such as TV, refrigerators, automobiles, air conditioners, together with priceless guidance on getting best values in service, insurance or personal money management subjects. You'll find page after page of money saving reports and money making ideas in Consumers Digest magazine. You'll find such eye-opening reports as, "Save up To \$5,000 on Health Insurance," "Deluxe Vacations at Half-Price," "Cut Rising College Costs," "You Too Can Afford Mink," "Color TV—New Shoppers' Guide," "A Business of Your Own," "Cut Drug Costs," "Will They Check Your Income Tax?," "Bonanza in Vacant Property," "Home Remodeling—Save Money."

HERE ARE JUST A FEW OF THE FAMOUS BRAND NAMES LISTED:

CHEVROLET
WESTINGHOUSE
PLYMOUTH
GENERAL ELECTRIC
ZENITH
ADMIRAL
FORD
SEALY
BELL & HOWELL
LIONEL
FALCON
REVERE
KODAK
NORGE
MAYTAG
RCA
CADILLAC
DORMEYER
CORVAIR
IDEAL
ROYAL
SKIL
VOLKSWAGEN
MOTOROLA
BENRUS
RONSON
AIR KING
SIMMONS
REMINGTON
ANSCO
PHILCO
WILSON
ZEBCO
SYLVANIA
BLACK ANGUS
PONTIAC
ECKO
VALIANT
FRIGIDAIRE
MOHAWK
HOTPOINT
COLUMBIA
MERCURY
SAMSONITE
ARGUS
BLACK & DECKER
UNDERWOOD
TRIMBLE
MARLIN
THAYER
COLEMAN
RAMBLER
SHAKESPEARE
WEBCOR
BUICK
BURTON-DIXIE
RENAULT
MAGEE
HEDDON
CHRYSLER
WHIRLPOOL
WEST BEND
CORY
FABERWARE
STANLEY

HERE'S WHAT SOME OF THE 350,000 CURRENT MEMBERS SAY ABOUT CONSUMERS DIGEST PRICE BUYING SERVICE

YOU'LL FIND THESE
AND MANY MORE
PRODUCTS LISTED
IN THE DIRECTORY:

AUTOMOBILES
WASHERS
DRYERS
PENS
REFRIGERATORS
CLOCKS
FISHING EQUIPMENT
GUNS
TYPEWRITERS
SHAVERS
FURNITURE
MATTRESSES
CAMERAS
PROJECTORS
BLANKETS
RECORDS
DRUGS
SUNDRIES
PRESCRIPTIONS
BOOKS
TELEVISIONS
HI-FI
STEREO
PHONOGRAPHS
RADIOS
LUGGAGE
GOLF EQUIPMENT
TAPE RECORDERS
WATCHES
JEWELRY
LIGHTERS
POLISHERS
SAWS
LOCKS
STROLLERS
CRIBS
CARPETING
PURSES
WALLETS
RUGS
SKATES
SUN LAMPS
COFFEE MAKERS
DISHWASHERS
DRILLS
FILM
BELTS
BICYCLES
HEATER
AIR CONDITIONER
BINOCULARS
CAN OPENERS
CANNISTER SETS
GAMES
TOYS
VACUUM CLEANERS
IRONS
TOASTERS
LAWN EQUIPMENT
SILVERWARE
MUSICAL INSTRUMENTS
FANS
BROILERS
ROASTERS
TRAINS
SPRAYERS
ERECTOR SETS
WALKERS
AUTO ACCESSORIES

... "saved \$800.00 on our new 98 Oldsmobile" ...

"The \$800 we saved on our new 98 Olds was due to the wonderful Consumers Price Buying Directory. Thanks a lot for this wonderful service."

Mr. T.E.W.
Portsmouth, Va.

... "directory is the 'Bible' around our house" ...

"The directory is the 'Bible' around our house ever since I joined your 'family.' It certainly has helped us save considerable on many items we have purchased."

G.S.M.
Decatur, Illinois

... "saved us hundreds of dollars" ...

"Many thanks. Your service has saved us hundreds of dollars in the last several months."

Mr. E.F. Jr.
Carrollton, Georgia

... "recommended the directory to all my friends" ...

"Have saved considerably last year with the Directory on a new Chevrolet, General Electric refrigerator, and FM/AM and transistor radios. I have recommended the Directory to all my friends."

R.H.S.
Phoenix, Arizona

... "saved 50% on drug products" ...

"We would like to thank you for your kind and prompt attention on information recently requested from the Reference Library. This is the first time we have had the opportunity to use the library and its use resulted in a 50% savings on drug products. Thanks again."

Mr. & Mrs. D.H.
Wisconsin Rapids, Wisc.

... "informative guide" ... "wise investment" ...

"Last month I took out a subscription to your Price Buying Service" and have found it a very helpful and informative guide, and a very wise investment."

J.A.H.
Philadelphia, Pa.

... "saved more than price of subscription" ...

"The savings I made through your book more than paid for the price of my subscription."

Mr. E.H.
Detroit, Mich.

... "satisfaction in knowing we have the best prices" ...

"I want to express the satisfaction my family has received from knowing we are receiving the best prices on the items we are buying."

Mr. R.A.P.
Chicago, Illinois

SAVE UP TO
\$1000

ON AUTOMOBILES

FOREIGN AND

DOMESTIC ... ALL

MAKES AND MODELS ...

FROM COMPACT CARS

TO SPORTS CARS TO

LIMOUSINES

CHECK THESE GIANT SAVINGS YOU MAKE AS A MEMBER OF CONSUMERS DIGEST

SAVE UP TO
50%

ON DRUGS,

VITAMINS,

PRESCRIPTIONS.

ALL NAME

BRAND PRODUCTS

AT SAVINGS YOU

NEVER THOUGHT

POSSIBLE!

SAVE UP TO
50%

ON FURNITURE,

CAMERAS, GARDEN

EQUIPMENT,

STEREO RECORDS,

SPORTING GOODS,

BOATS, TOOLS,

TIRES, AND

MANY MORE!

SAVE UP TO
50%
OR MORE

ON AUTOMATIC

WASHERS, DRYERS,

REFRIGERATORS,

RANGES, TV,

HI-FI, RADIOS,

FREEZERS

AND HUNDREDS OF

SMALL APPLIANCES

If you are already a member, why not pass this folder on to a friend. It can help him make big savings on his purchases too.

One year new membership—\$7. Send to:

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Dept. 312

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